



**A Green
Platform for
New Orleans'
Next Mayor
and Council**

January 2010

The Green Collaborative offers this exciting and achievable eight point plan for greening New Orleans through the active leadership of its new mayor. We request that this Green Platform—as implemented by the next mayor—be accessible to all New Orleanians and that the points adopted be conceptualized, designed, created and maintained in a fair, equitable and inclusive manner.

1. Green Local Government

Prioritize and reorganize City Government to streamline functions and reduce operational waste and redundancy. Expand authority of Office of Environmental Affairs to include energy, environmental management, green economic development, environmental remediation, and disaster mitigation.

2. Green Buildings Citywide

Support Council in passage of a green building ordinance for commercial building. Establish incentives for incorporation of energy and water efficiency, superior indoor air quality and greater resilience to storms in all new and existing buildings. Support with more trained building inspectors to enforce existing energy codes.

3. Implement Best Practices for Energy Efficiency, Alternative Fuels & Renewable Energy

Create accessible financing mechanisms that boost implementation of energy efficiency practices, use of alternative fuels, and installation of renewable energy systems. The availability of this financing will remove the barrier of up-front costs, and the investments will pay for themselves in the short run.

4. Create a Green Economy with New Industries, Jobs & Education

Actively lead a public and private partnership to create a synergistic green economy where businesses can access incentives and qualified employees, and all residents can find good jobs in industries that benefit the community. Include environmental concepts throughout the educational system.

5. Find Better Uses for Our Waste

Capitalize on the latest technologies to reduce our waste stream, create jobs, make new products, and improve the environment. The Green Collaborative endorses NOLA Recycles' 6-point plan and includes a composting proposal; we look to the next administration to implement this plan in their first 180 days.

6. Create Attractive, Healthy, Walkable Neighborhoods

Embrace the new Master Plan, and lead the charge to increase public transit, biking and walking opportunities. Let's beautify our City with trees and less blacktop, reducing the urban heat island effect, carbon emissions, and traffic congestion.

7. Manage Water Resources to Protect Against Flooding and Restore Coastal Wetlands

New Orleans and South Louisiana are at risk from coastal land loss, eroding wetlands, rising sea levels and stronger storms. To reverse this trend, the mayor must take aggressive steps that include creation of a watershed manager position to facilitate a regional, integrated, water management strategy.

8. Reduce Risk From Environmental Toxins

Facilitate the Office of Sustainability's efforts to clean up and redevelop the City's Brownfield sites, restoring them to productive use. Increase funding for public education and remediation of lead, arsenic and other contaminants to protect our children and others at risk of exposure.

Organizations Supporting the Green Platform

Global Green USA
 Good Work Network
 Sustainable Environmental Enterprises
 EcoPark, LLC
 The Building Block
 FutureProof
 South Coast Solar
 Solar Energy Squared
 Green Capital
 LSU AgCenter, Crescent Region
 The Green Project
 Alliance for Affordable Energy
 The Sierra Club, New Orleans Group

Lower 9th Ward Center for Sustainable Engagement & Development
 Common Ground Relief, Inc.
 Seedco Financial
 Conservation Services Group
 Green Coast Enterprises
 Green Light New Orleans
 Gulf Coast Construction Career Center
 U.S. Green Building Council, Louisiana Chapter
 Mechanical Contractors Association of Louisiana, Inc.
 Gulf Geoexchange and Consulting Services, Inc.

Plumbers and Steamfitters Local 60
 Concordia, LLC
 Dillard University Deep South Center for Environmental Justice
 Gulf Restoration Network
 Make It Right
 The Minute Magazine
 Old City Building Center
 Louisiana Green Corps
 Heat and Frost Insulators #53
 NOLA Recycles 2010
 Shaw Environmental
 Horizon Initiative Infrastructure Committee
 Timbron International

Detailed Mayoral Platform from the Green Collaborative

New Orleans is poised to be an international model for green building/rebuilding, clean energy and coastal restoration. The next administration must understand that environmental stewardship of the city and the coastal wetlands that protect it is essential for the future of our community. To address the interrelated threats of climate change and coastal wetlands loss on New Orleans, the new mayor and council must work together to ensure a sustainable infrastructure. The following platform outlines essential steps for a greener, safer city.

The Green Collaborative consists of 66 organizations and groups that represent thousands of citizens and concerned professionals living in southern Louisiana. The Collaborative supports existing green guidelines for the City including the GreeNOLA and the NOLA Recycles plans, as well as the process being undertaken by the Horizon Initiative's Water Management Committee. To these points, the Collaborative has added additional items requiring the attention of the new mayor and council. The eight-point plan detailed below provides a blueprint for New Orleans' new leadership.

1. Green Local Government

A. Reorganize city government offices so they can more effectively implement new initiatives related to energy, development, and environment.

B. Expand size and authority of Office of Environmental Affairs, changing the name to Office of Sustainability. Within this office, all manner of environmental issues will be addressed including energy, green economic development, environmental remediation, and some aspects of disaster mitigation. Co-locate the Office of Sustainability with City Planning and Safety and Permits for purposes of coordination.

C. Continue ICLEI Cities for Sustainability program entered into and worked on by the Morial and Nagin administrations. The next step is to create a Local Climate Action Plan with steps and a timeline for all departments to reduce their greenhouse gas emissions and meet the city's reduction target. Revisit this target and consider incentives for city departments.

D. Charge the Department of Sanitation with promotion and expansion of recycling to be funded in part by cost savings achieved through reduced energy consumption in city government. Institute a recycling program and recycled products purchasing policy in City Hall.

public buildings green/LEED certified—to set an example construct/renovate a flagship LEED certified City Hall and install solar energy systems on high profile buildings.

B. Develop a joint Mayoral-City Council Energy Efficiency Program that establishes minimum energy efficiency standards for new residential and commercial structures. Coordinate Mayor-administered assets for weatherization and energy efficiency in conjunction with similar assets administered by the local utility, other governmental entities and NGOs.

C. Implement an incentive program for green residential and commercial building. Create an expedited, parallel permitting track at City Planning and Safety and Permits that incentivizes green projects. Ensure specialized, knowledgeable technical staff in Safety and Permits to evaluate and inspect these projects.

D. Green affordable housing by implementing minimum energy efficiency and indoor air quality standards for recipients of city-administered housing funds and establishing a housing, community facility and small business rehab grant program to provide energy efficiency upgrades/new construction. Utilize energy raters and green construction specialists trained through city-supported employment program.

2. Green Buildings Citywide

A. Conduct energy audits and establish a baseline for all city buildings, using an established national green building standard. Use City Council Resolution R-06-371 as a guide. Commit to make all new

E. Require owners of blighted properties to repair with minimum building/energy standards. Enable vacant lots to be placed in legal receivership with pre-qualified entities for express purpose of soil remediation and interim use as community gardens/farms.



F. Green Commercial Redevelopment by utilizing existing federal funds for loans for energy efficiency upgrades. In partnership with City Council, establish bonus zoning, tax increment financing, and other city-administered land-use or tax incentives for green industry projects and/or private-sector projects that build or rehabilitate to an established energy/environmental building standard.

3. Implement Best Practices for Energy Efficiency, Alternative Fuels & Renewable Energy

A. Through the Office of Sustainability, work with City Council Utility Committee to identify the components, functions and impact of a sustainable energy utility for New Orleans. Sustainable utility practices can include improved efficiency in supply and distribution, renewable heat and power (hydro, solar, wind, geothermal and bioenergy), combined heat and power (CHP), fuel switching (coal to gas) and carbon capture and storage.

B. Identify and support viable alternative energy options such as water turbines, more biodiesel buses and incentives for alternative fuel vehicles.

C. Consolidate and streamline the permitting process for solar and other renewable energy installations.

D. Monitor performance of solar panels installed on public schools and other public buildings (as they are installed) and capitalize on the contribution to CO2 and energy cost reduction.

E. Work with City Council to authorize Power Purchase Agreements, which enable a third-party to install renewable energy generating equipment on another owner's property and sell the power to the property owner.

F. Encourage cogeneration and CHP in new or reconstructed commercial, industrial and public facilities, and capture potentially wasted resources through such proven technologies as treatment plant and landfill methane gas recovery.

G. Push for New Orleans to be among the first cities to adopt Energy Efficiency/Renewable Energy finance districts under the new framework being created at the state level.

4. Create a Green Economy with New Industries, Jobs and Education

A. Implement the Public-Private Partnership for economic development initiated by the Horizon Initiative to spur economic development for the city, and establish sustainable industries as an economic development priority. Support establishment of a permanent weatherization industry in New Orleans.

B. Support long-term development of EcoPark concept, or similar co-location of green businesses, to position New Orleans as the regional hub of sus-

tainable building and commerce. Include outreach for green economic development, entrepreneurial community development, and urban agriculture programs that educate, organize, and incubate green microenterprises, while also attracting and retaining established businesses.

C. Promote New Orleans as an attractive location for new jobs and businesses in an emerging green/clean energy economy and support strong state incentives to attract green industries.

D. Support collaborative relationships with local research universities to fund deployment of promising green technologies for this region. Encourage the universities to coordinate with community groups, city departments, and private entities toward building/strengthening local models of sustainability

E. Ensure equitable and inclusive access to green job training and opportunities. Prioritize Job 1 funding for green industry workforce development, and establish additional programs as needed to train technicians and workers in the skills required for a green economy. Advocate for quality job creation with livable wages and high working condition standards, and require local hiring, where possible, for energy efficiency and green building projects.

F. Support environmental education in elementary school and green career-track programs with training modules in high school. Advocate for inclusion of environmental justice concepts at all levels.

5. Find Better Uses for Our Waste

A. Curbside recycling, organic waste collection, hazardous household waste disposal and construction waste should all be considered equally with household pick up service.

B. Establish an industrial composting facility to handle all biodegradable household waste, and which produces high-quality organic soil for urban agricultural and lead remediation programs.

C. Create a scalable collection program, possibly in conjunction with other parishes, to achieve economies of scale.

G. Prevent illegal dumping and provide safe disposal options for household hazardous waste.

H. Deconstruct, rather than demolish, buildings whenever possible to reduce landfill waste and return materials to the marketplace. Require the recycling of construction and demolition waste in city projects.

6. Create Attractive, Healthy, Walkable Neighborhoods

A. Invest in infrastructure that supports and promotes practical, reliable transportation alternatives.

B. Support the RTA plans to expand streetcar lines →

to areas where public transportation is currently needed and lacking including intercity and regional connections.

C. Create more bike paths and improve sidewalks including ADA accessibility.

D. Work with the RTA to increase fleet average fuel economy, and to update transit maps on New Orleans Regional Transit Authority (NORTA) website.

E. Invest in a 400% increase in tree canopy for increased air particulate removal, storm water retention, carbon sequestration, and decreased heat island effects.

7. Manage Water Resources to Protect Against Flooding and Restore Coastal Wetlands

A. Implement a joint City/Sewerage & Water Board Water Management Strategy that employs state-of-the-art integrated water management approaches to mitigate flood risks; secures long-term funding, implementation of modernized citywide drainage systems, incorporation of flood water retention and other hazard mitigation features into large-scale public land development projects; and complies with EPA storm water standards and rules.

B. Explore and utilize a variety of methods for storm water management. Invest in more opportunity for human interaction with water. Develop programs for rain gardens, bioswales, rainwater harvesting, bio-remediation of storm-water, permeable streets and walks, and increased preservation of green space. Provide tax credits for residents who practice these techniques.

C. Support dedicated funding for wetland and coastal restoration projects within the City, including the re-establishment of a cypress swamp at Bayou Bienvenue, marsh creation at Bayou Sauvage, etc.

D. Collaborate with neighboring parishes, the State, and the NGO community to elevate regional coastal restoration priorities to the national scale.

E. Establish and fund the position of Watershed Manager for New Orleans as a point person to interface with national, state and local entities responsible for wetland and water management issues.

F. Keep the population safe from coastal hazards through implementation of proven non-structural mitigation solutions such as home elevation and evacuation strategies.

8. Reduce Risk From Environmental Toxins

A. Commit to fund and support the City's "Lead Watch Community" program, aimed at lead remediation and education in our communities.

B. Expand reach of the New Orleans Office of Environmental Health to identify and remediate toxins beyond lead in coordination with the State Department of Health and Hospitals.

C. Support Brownfields projects that will open up sites for economic re-development.